

**KING Television
Seattle
October 1, 2007 through December 31, 2007**

**Quarterly Programming Providing the
Most Significant Treatment of Community
Issues**

1. EDUCATION

2. TRANSPORTATION

3. SENIOR CITIZENS

4. DIVERSITY/MULTI-CULTURISM

5. HEALTH

KING 5 News at 5:00PM, 10/01/07, 1:30

Researchers at UCLA say they have discovered a way to predict your chances of getting type two diabetes with a simple blood test.

KING 5 News at 5:00P, 10/02/07, 1:28

A new study suggests an ingredient found in red wine might help protect against diabetes.

KING 5 News at 5:00PM, 10/03/07, 1:23

Researchers at the University of Maryland are experimenting with a new treatment to prevent cancer of the esophagus. Doctors put the patient under, send an endoscope down the esophagus and spray the abnormal area with liquid nitrogen. It freezes the bad

cells and kills them. Cells are then thawed for 45 seconds, then sprayed and thawed three more times.

KING 5 Morning News, 10/4/07, 1:45

To get your children to eat healthier take them grocery shopping. Studies show that kids are much more likely to eat fruits and vegetables and low-fat dairy products when they make it and pick it out themselves at the store.

KING 5 News at 5:00PM, 10/04/07, 1:55

Experts say couples tend to lose more weight than people who diet with friends. One reason is because spouses share the same living quarters and can encourage each other 24-7.

KING 5 News at 5:00PM, 10/05/07, 1:37

Time families spend at the dinner table may prevent eating disorders. Researchers have found that girls who ate more family meals were at lower risk for disordered eating behaviors such as unhealthy weight control behaviors and binge eating.

Morning KING 5 News, 10/6/07, 2:30

Active children need to watch out for signs of a concussion which could include feeling a little confused, or dazed and being a little lightheaded and suffer a headache. If they get hit only slightly it could be just a minor injury and then have a massive bleed in their head, or brain swelling.

KING 5 News at 5:00PM, 10/6/07, 1:30

The University of Michigan is heading up a study that's trying to change the way prescriptions are handled by making lifesaving medications free while charging for drugs that treat more minor problems.

KING 5 News at 5:00PM, 10/08/07, 1:18

The University of Oregon found students in China who meditated just 20 minutes a day for five days produced a third less of the stress hormone cortisone than those who simply relaxed.

KING 5 News at 5:00PM, 10/09/07, 1:47

Going back to a stressful job after suffering a heart attack can greatly increase your chances of having another one.

KING 5 News at 5:00PM, 10/10/07, 1:24

Seventy-five percent of ovarian cancer patients see the recurrence of the disease after it has gone into remission. Researchers are studying a new therapy that may change that. It is called catumaxomab or "cat" for short. The substance is infused right into the abdomen through a port. It links immune cells to cancer cells. The body then creates an immune response to destroy the cancer cells.

KING 5 News at 5:00PM, 10/11/07, 1:40

Several studies show stress can take a toll on mother and baby and may have repercussions like low birth weight at attention issues later in life. One doctor says that meditation during pregnancy can help prevent some of the dangerous symptoms of stress by bringing about physiologic change.

KING 5 News at 5:00PM, 10/11/07, 1:41

Six major cold medicines for infants are being voluntarily pulled from store shelves today after the government warned those medications could be dangerous if used incorrectly. They include Tylenol, Pediacare, Triaminic, Robitussin, Dimetapp and Little Colds.

KING 5 News at 11PM, 10/11/07, 4:07

A KING 5 investigation reveals that some nursing home residents are paying up to five times more for over the counter drugs than if they were purchased at a grocery store.

KING 5 News at 5:00PM, 10/12/07, 1:10

Compulsive eaters have formed a support group much in the fashion of Alcoholics Anonymous. They say the support and fellowship of weekly meetings and phone conversation is important to break their addiction.

MORNING KING 5 News. 10/13/07, 2:00

A new program called Centering Pregnancy has been developed to help pregnant women in a variety of ways. The group meets

once a month and topics range from basic prenatal care to parenting issues, sexuality and relationships.

KING 5 News at 5:00PM, 10/13/07, 1:36

People who suffer from depression often have trouble performing will on the job. A new study says that identifying those workers and providing telephone therapy may be the answer.

KING 5 News at 5:00PM, 10/14/07, 1:23

The National Cancer Institute reports that it is easier now to beat cancer than ever before. Death rates are dropping two percent a year, twice the decline just five years ago. Today almost 70 percent of cancer patients live five years past their diagnosis.

KING 5 News at 5:00PM, 10/15/07, 1:26

The antibiotic resistant staff infection called Mrsa is able to spread quickly and to ward off treatment. It is making its way of the hospitals and jails and into the public at a much faster rate than expected, according to the latest research from the C-D-C.

KING 5 News at 5:00PM, 10/17/07, 1:19

A new procedure to detect cervical cancer is called a DNA/HPV test. It uses molecular technology to detect H-P-V, the sexually transmitted virus that causes most cervical cancers. The test is better at picking out pre-cancerous cells but it also reports more "false positives" than the traditional pap smear, forcing women to undergo an invasive biopsy procedure. The bottom line is that while experts believe that the HPV/DNA test makes a good supplement to the traditional pap smear, the new procedure isn't ready to replace the old one.

KING 5 News at 5:00PM, 10/18/07, 1:20

Wearing socks with copper souls may cure dry, scaly feet, chronic athlete's foot and odor.

KING 5 News at 5:00PM, 10/20/07, 1:32

Harvard researchers have found that an ingredient in hot peppers called capsaicin and a derivative of a local anesthetic may eliminate pain but not block other sensations.

KING 5 News at 5:00PM, 10/22/07, 1:12

With all the recent concern about lead in children's toys, comes another twist. Today the Government is warning consumers not to rely on home testing kits because most of the time they don't work.

KING 5 News at 5:00PM, 10/23/07, 1:23

Researchers have found that young adults who get married pack on more pounds than their single friends.

KING 5 News at 5:00PM, 10/24/07, 1:20

Federal health officials today recommended that children as young as two be able to get the "Flumist" nasal vaccine. Before, you had to be at least age five.

KING 5 News at 5:00PM, 10/25/07, 1:29

Five ways to decrease your risk of breast cancer include; getting a mammogram, limit alcohol, exercise, keep your weight down and limit HRT use.

KING 5 News at 5:00PM, 10/26/07, 1:20

Even if you work at a desk most of the day there are a few ways you can stay fit. Start with 15 seconds of neck rolls. Next shoulder rolls and back squeezes to keep circulation moving. And forearm stretches to prevent carpal tunnel syndrome. Finally, keep hamstrings long and strong with a simple stretch and relax the calf with calf raises and ankle rolls.

Morning KING 5 News, 10/27/07, 2:00

Teen acne is an inevitable part of growing up. A drug called isotretinoin can cure acne but it comes with risks. It can cause everything from dry skin, to back and bone pain, to birth defects. Patients are carefully monitored.

KING 5 News at 5:00PM, 10/27/07, 1:39

M-S affects 300 thousand Americans. But now researchers have identified a new gene called I-L-7-R. Having a variation of the gene increases a person's risk of M-S by 30 percent. This means that patients could be tested and put on treatments earlier and therapies could be designed to target the genetic defect.

KING 5 News at 5:00PM 10/29/07, 1:46

Glaucoma is a common cause of blindness among the elderly, but it can strike at any age. The most common therapy is special eye drops, but those can stop working for some patients. A minimally invasive procedure now can stop the disease in its tracks. The procedure is called canaloplasty which allows doctors with microsurgical techniques to open the internal drainage channel of the eye. A small suture that keeps it open reduces the pressure, decreasing the chance for damage to the optic nerve.

KING 5 News at 5:00PM, 10/29/07, 1:26

The nation's leading group of pediatricians is recommending children be screened for autism twice before they turn two.

KING 5 News at 5:00PM, 10/30/07, 1:25

The F-D-A is in the process of creating a better system to evaluate the safety of medicine during pregnancy. Right now there are no meaningful guidelines.

KING 5 News at 5:00PM, 10/31/07, 1:35

Cerebral Palsy patients are finding new freedom with new technology that allows them to operate a computer by blinking their eyes.

KING 5 News at 5:00PM, 11/1/07, 1:38

If you are having troubling side effects from statins try Chinese red-yeast-rice. The active ingredient is actually a statin, but some patients can handle this supplement better.

KING 5 News at 5:00PM, 11/2/07, 1:50

Many women with thinning hair are turning to hair transplants. Doctors say that it is critical for women to get a full medical work up before opting for hair restoration surgery. Many times female hair loss is only temporary, caused by medications, dieting, or pregnancy. In those cases, hair transplants should not be used as a solution.

Morning KING 5 News, 11/2/07, 2:25

The staff infection MRSA is spreading throughout the region. To detect this in children look for redness, swelling and something

that looks like a pustule. Many parents think that their child has a spider bite. Another symptom can be extreme localized pain.

KING 5 News at 5:00PM, 11/3/07, 1:29

The food pyramid has served as a nutritional guideline for years. Now the U-S-D-A is revealing a brand new nutritional guide just for women who are pregnant or breastfeeding.

KING 5 News at 5:00PM, 11/5/07, 1:38

Polycystic ovary syndrome is the single most common hormonal disorder of women. It affects 1 in at least 14 women. Visible symptoms include facial hair growth or hair loss, weight gain, and adult acne.

KING 5 News at 5:00PM, 11/6/07, 1:15

Energy drinks are the new coffee. Some people drink several cans a day. If you have high blood pressure or cardiovascular disease these may be dangerous.

KING 5 News at 5:00PM, 11/7/07, 1:23

Women who have high levels of estrogen or who have a lot of estrogen in their breast tissue have increased risk of breast cancer. The drug exemestane lowers estrogen levels by more than 95 percent. Researches are looking at the effects of the medicine to see if that will decrease the risk of developing breast cancer.

KING 5 News at 5:00PM, 11/08/07, 1:52

Men and boys suffering from Gynecomastia which causes excess breast tissue in males affects about 40 to 60 percent of men sometime in their lifetime. Many are opting for breast reduction surgery.

KING 5 News at 5:00PM, 11/8/07, 1:32

A Federal Judge in Seattle has suspended the requirement that pharmacists must carry the morning after pill. That could make it more difficult for women to find it.

KING 5 News at 5:00PM, 11/9/07, 1:47

A new dating service caters to people with specific health issues and disabilities, everything from physical handicaps to nagging stomach ailments to S-T-D's.

Morning KING 5 News, 11/10/07, 1:47

The PTA at one Seattle elementary school has organized a flu shot program for all of its students. This is in memory to one of their classmates who died last year from the disease.

KING 5 News at 5:00PM, 11/10/07, 1:27

Food experts recommend snacks that are good fat protein combos. Try low fat yogurt with fruit, cheese sticks with high fiber crackers, or peanut butter and fruit. Granola bars also a quick snack but watch out for the sugar content.

KING 5 News at 5:00PM, 11/12/07, 1:35

Varicose vein can be painful and their removal meant required a painful vein stripping operation. A local doctor is the first in our area to pioneer the Vnus closure system, a much less invasive procedure that uses radiofrequency to heat up the vein walls. The goal is to close the vein at which point the human body will slowly dissolve of a couple of months.

KING 5 News at 5:00PM, 11/13/07, 1:44

A new fitness gadget on the market is called the Bodybugg. This device straps on your arm then four sensors track how many calories you have burned.

KING 5 News at 5:00PM, 11/14/07, 2:01

Women suffer from migraines three times as much as men. The reason is a phenomenon called "cortical spreading depression". It's actually a spreading wave of electrical activity that moves across the surface of the brain very slowly. A drug that blocks these waves called Namenda or Memantine seems to correct the problem.

KING 5 News at 5:00PM, 11/15/07, 1:20

Acupuncture is now used to help women with breast cancer. It is working so well some insurance companies are paying for it.

Acupuncture helps cancer patients by alleviating nausea and keeping the energy level higher.

KING 5 News at 5:00PM, 1/15/07, 1:29

A rare variant of the common cold adenovirus 14, has killed people in the United States in the last 18 months. There is no cure patients are usually treated with aspirin, liquids and bed rest.

MORNING KING 5 News, 11/17/07, 2:15

Parents need to watch out for signs of anorexia nervosa in their children. If a child starts to lose weight, wont at with the family, eats secretly, or gets very angry at a family member when they try to make them eat seek medical treatment.

KING 5 News at 5:00PM, 11/19/07, 1:39

Dental impressions are now a thing of the past. A new digital system called itero consists of a wand that takes 3-D digital scans that can be immediately displayed on a computer screen. The image is emailed to a company that makes the mold then a lab will create the crown.

KING 5 News at 5:00PM, 11/20/07, 1:20

Bad eating habits are fueling the epidemic of childhood obesity and now that fast food diet may be to blame for kidney stones in kids.

KING 5 News at 11:00PM, 11/20/07, 2:01

Lipodissolve are injections that melt away fat. It works really well in areas where there are small amounts of fat. If someone has large amounts of fat that need to be removed, they would probably be better off to have liposuction surgery.

KING 5 News at 5:00PM, 11/21/07, 1:26

A new test is helping thousands of breast cancer patients avoid chemotherapy and its wrenching side effects. The oncotype test is a multi-gene test performed on breast tumor tissue that can accurately predict an outcome prognosis. If the score is low enough the patient may not have any benefit from chemotherapy.

KING 5 News at 10:00PM, 11/22/07, 1:31

To reduce the risk of developing cellulite in the body eat spinach and cucumbers. Water is a must, it flushes out cellulite-causing toxins and at least 64 ounces a day will keep your body hydrated and cleansed. Fruits with strong antioxidants should also be added to your daily menu.

KING 5 News at 5:00PM, 11/23/07, 2:01

Developing an attitude of gratitude and actually improve your health. Researchers have found that there is actually a physiological response and a psychological response when people are grateful. They have more energy, enthusiasm and are more optimistic.

MORNING KING 5 News, 11/24/07, 2:17

About fifteen to twenty percent of school age kids in North America have atopic dermatitis. For mild flare ups and over the counter hydrocortisone cream often does the job. For more severe eczema, a child may need prescription cortisone cream. Once the condition clears up moisturizers are important to prevent recurrences.

KING 5 News at 5:00PM, 11/24/07, 1:44

New research finds that college students who drink heavily can double their levels of C-reactive protein which raises the risk of heart disease. Other research shows high amounts of alcohol over time can decrease brain volume.

KING 5 News at 5:00PM, 11/26/07, 1:34

Brain surgery no longer means cutting open the skull. Doctors at Swedish Medical Center are now using a new procedure that removes brain tumors through the patient's nose.

KING 5 News at 5:00PM, 11/27/07, 1:34

The cold laser called the erchonia laser emits heat but no light and is approved to be used for pain. Experiments are being conducted to see if that procedure will also decrease the healing time for broken bones.

KING 5 News at 5:00PM, 11/27/07, 1:55

Paternity test kits are now being offered at many drug stores nationwide and Washington State is one the test markets.

KING 5 News at 5:00PM, 11/28/07, 2:25

Thanks to a new surgical technique, amputees are not able to control artificial arms using their minds.

KING 5 News at 5:00PM, 11/29/07, 1:27

Kidney cancer patients have a new drug that will prolong their lives it is called temsirolimus.

KING 5 News at 5:00PM, 11/30/07, 1:31

A new high-tech device helps control stress. It is clipped to the ear lobe, and what is called em-wave provides feedback about her heart rate. Red indicates high stress, green means less. The user makes the transition by controlling thoughts, heart rate and breathing.

Morning KING 5 News, 12/1/07, 2:12

To detect the possibility of lead poisoning check for symptoms that include stomach pain, constipation and. Irritability and behavior problems can also be signs of poisoning.

KING 5 News at 5:00PM, 12/1/07, 1:35

A new form of therapy can help people who stutter. Instead of encouraging patients to avoid problem words they are taught to mentally identify the breaks between syllables.

KING 5 News at 5:00PM, 12/04/07, 1:35

University of South Carolina researchers studied fatness, fitness and death rates in about 26-hundred people age sixty and older. They found that when it comes to predicting mortality, cardiovascular fitness appears more important that whether one is fat or not.

KING 5 News at 5:00PM, 12/5/07, 1:29

Breast cancer patients undergoing chemo treatment have a new tool to determine whether the treatment is working or not. A laser scans the breast to determine metabolic activity in the tissue and

instead of months, the laser can reveal if chemo is working within days.

KING 5 News at 5:00PM, 12/06/07, 1:32

A robot is now helping stroke patients through their therapy sessions.

KING 5 News at 5:00PM, 12/07/07, 2:05

More children than ever are targets of cyberbullying.

Experts say parents should be alert to warning signs that can signal the psychological impact on a child, frequent headaches, stomachaches, backaches, depression and irritability.

KING 5 News at 5:00PM, 12/08/07, 1:45

Pulmonary hypertension is a serious, often fatal disease that causes the lung's delicate blood vessels to become smaller and disappear. Eventually the heart has to work so hard that many patients die of heart failure. Canadian doctors are using gene therapy to heal the damaged vessels.

KING 5 News at 5:00PM, 12/10/07, 1:39

A liquid that promises fuller lashes may do the trick but it comes with serious risks such as tearing and eye inflammation.

KING 5 News at 5:00PM, 12/11/07, 1:25

The accuracy of the results of a diagnostic mammogram depends on who reads them. A research team suggests more training for radiologists and urges women to seek out imaging specialists.

KING 5 News at 5:00PM, 12/12/07, 1:44

The F-D-A has just approved a new surgery for acid reflux, patients don't even have to go under the knife, instead surgeons use a device called the esophy-x, snaking it down the patient's throat. The surgeon recreates the barrier between the esophagus and the stomach, a camera, attached to the esophy-x, lets the surgeon see what he's doing.

KING 5 News at 5:00PM, 12/13/07, 1:49

A stiff neck, aching back or sore knees may be caused by your feet. Doctors say any heel over two inches changes the body's

center of gravity. Over time, some patients may begin to feel the effects but that doesn't mean high heels have to be eliminated. Simply occasionally switch styles and you have a better chance of staying pain and injury free.

KING 5 News at 5:00PM, 12/14/07, 1:43

People often fear things that probably won't kill them. In a recent poll, one-third of people said they fear terrorist attacks, but the risk of dying in one is about one in nine million. Cancer kills one in five women, one in four men.

Morning KING 5 News, 12/15/07, 2:06

Earlier this year children's cough and cold medicines were pulled off store shelves. Some old fashioned thinking may help your child recover from sickness. Honey works well for coughs, chicken soup and a big hug are comforting.

KING 5 News at 5:00PM, 12/15/07, 2:04

To assist in helping senior citizens remain living at home colleagues at Indiana University formed the Grace Program. A special group which includes special workers and specially-trained nurse practitioners visit about five hundred patients in their homes.

KING 5 News at 5:00PM, 12/17/07, :57' It may not be as hard as you think to drop those extra pounds, Scientists have discovered a fat burning enzyme inside your body that's triggered by just standing up sitting down shuts it off. When you are at work instead of calling or e-mailing a co-worker, walk over to them to deliver the message in person.

KING 5 News at 5:00PM, 12/18/07, 1:38

Spine fractures are the most common kind of bone fractures caused by osteoporosis. About seven-hundred thousand spine fractures occur each year in the U. S., about two-thirds of those go undiagnosed.

KING 5 News at 5:00PM, 12/19/07, 1:34

The most dramatic drop in death rates due to cancer has been colon cancer deaths. More people are getting screened and there are more drugs to treat it.

KING 5 News at 5:00PM, 12/20/07, 1:40

Being a woman can put you at a higher risk for drug reaction. Acetaminophen, the active ingredient in Tylenol, takes longer to process in a woman's liver, which could make liver damage and overdoses more likely.

KING 5 News at 5:00PM, 12/21/07, 1:43

Doctor appointments only last about 15 minutes. To make the most out of the time you have write down your issues and print out anything you've read on the internet.

KING 5 News at 5:00PM, 12/22/07, 1:42

Tumor painting is a futuristic idea that is being developed here in Seattle. The concept is to mark or paint the areas where cancer exists so surgeons can cut away only the tumor.

KING 5 News at 5:00PM, 12/23/07, 1:31

Statens are proven to help people lower their cholesterol. But diet that includes soy proteins, nuts, plant sterols found in canola oil and enriched margarine, and fiber-rich foods like oats and barley lowered cholesterol by more than 20 percent.

KING 5 News at 5:00PM, 12/24/07, 1:32

An on-line program is designed to walk patients through about 70 common medical procedures. Patients can log-on from any computer and using an access code issued by their doctor can find answers too many questions that they have.

KING 5 News at 5:00PM, 12/27/07, 1:50

The husband of a breast cancer patients discovered that there were no book for men dealing with the issues. He decided to write a book putting his personal experiences to good use.

KING 5 News at 5:00PM, 12/28/07, 1:40

A product called Lissamine is used to detect dry eye syndrome. It stains cells that have either died or dried out. Artificial tear drops are the most common treatment for dry eye. If untreated, dry eye can lead to infections and vision problems.

Morning KING 5 News, 12/29/07, 2:50

Children's Hospital uses a musician therapist to help patients get through the symptoms of recovery.

KING 5 News at 5:00PM 12/29/07, 2:07

To figure out how long you are apt to live take a look at your relatives. How well you'll age is in your genes. A study shows that exceptional longevity runs very strongly in families.

KING 5 News at 5:00PM 12/31/07, 1:47

In autoimmune diseases, the immune system attacks the body's own tissue, but using compounds from a rue plant and a sea anemone, researches were able to prevent that without blocking cells needed to fight infection.

6. ENVIRONMENT/ANIMALS
7. CRIME/DRUGS/DOMESTIC VIOLENCE
8. CHILDREN/YOUTH/FAMILIES
9. ECONOMY
10. ARTS

KING 5 Television
PSA Report
October - December 2007

LOCAL AGENCIES	KING #spots	KING on-air value
Al-Anon	23	\$5,152.00
Alcoholics Anonymous	15	\$5,121.00
Alzheimer's Disease Research	7	\$803.00
American Diabetes Assoc.	11	\$1,897.00
American Macular Degeneration Fnd.	9	\$1,175.00
Attorney General of WA	32	\$10,293.00
Children's Hospital	25	\$11,343.00
Child Nutrition Foundation	9	\$3,095.00
Coalition to Prevent Deep Vein Thrombosis	13	\$3,550.00
Communities in Schools	23	\$6,366.00
Defender's of Wildlife	47	\$7,270.00
Department of Energy	44	\$10,507.00
FAS Family Resource	8	\$1,482.00
Foundation for Better Life	10	\$2,956.00
Girls & Boys Town National Hotline	43	\$12,902.00
Guide Dog Foundation for the Blind	34	\$3,351.00
Habitat for Humanity	15	\$4,989.00
HeartWalk	19	\$11,741.00
March of Dimes	12	\$2,443.00
Martin Luther King Jr. Memorial Project	20	\$3,977.00
NASD Foundation	9	\$1,302.00
Nat'l Arbor Day Foundation	10	\$1,835.00
Nat'l Assoc. of Broadcasters	113	\$46,042.00
Nat'l Inhalant Prevention Coalition	26	\$2,156.00
Nat'l Multiple Sclerosis Society	29	\$24,471.00
Nat'l Pest Management	15	\$4,067.00
Paralyzed Veterans of America	13	\$1,285.00
Partnership for Drug Free WA	60	\$25,384.00
Peace Corps	16	\$5,148.00
Pediatric Interim Care Center	14	\$4,161.00
Produce for Better Health	21	\$8,150.00
Project Roadblock	16	\$7,310.00
Scholarship America	42	\$8,212.00
Seattle Art Museum	32	\$21,096.00
Securities Investor Protection Corp.	16	\$13,398.00
Sexual Assault Ctr of Pierce County	14	\$752.00

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Sister to Sister	13	\$6,819.00
US Environmental Protection Agency	61	\$20,175.00
US Forest Service	9	\$2,096.00
US Marine Corps	23	\$7,553.00
Volunteers of America	22	\$7,678.00
WA Comprehensive Cancer Control Partnership	15	\$5,834.00
WA Dental Service Foundation	9	\$2,437.00
WA St Dept of Health/Varicella	7	\$4,429.00
WA St Orthopedic Assoc.	9	\$1,512.00
West Sound Wildlife Shelter	15	\$3,174.00
Women in Film	35	\$5,386.00
World Wildlife Fund	27	\$11,638.00
WSAB/Army Nat'l Guard	28	\$1,422.00
WSAB/US Coast Guard	14	\$1,030.00
Youth Civic Engagement	17	\$7,583.00
Youth Reckless Driving	13	\$2,896.00
TOTAL	1,182	\$376,844.00